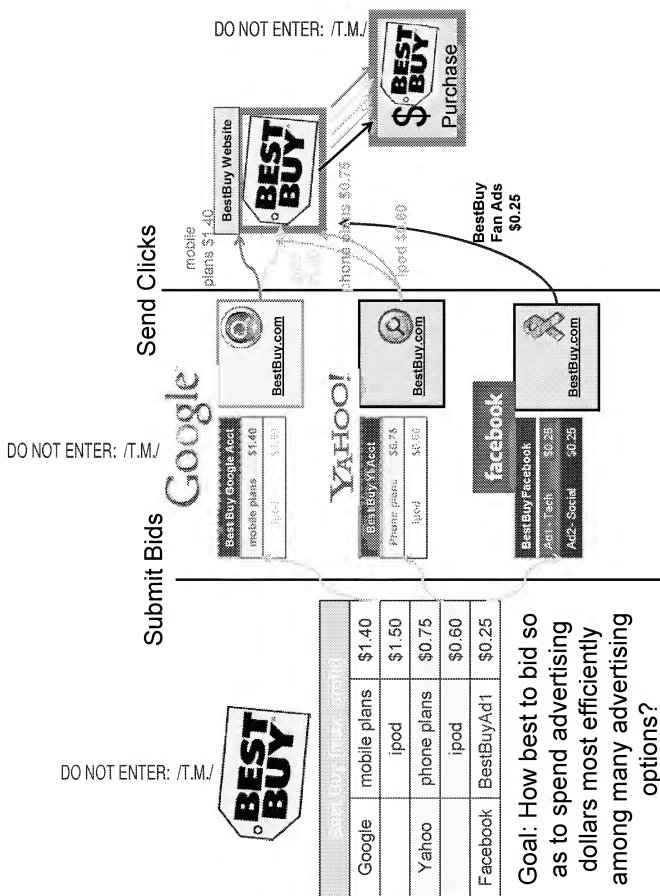


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# Appendix

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## APPENDIX 2

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Best Buy (max. profit)						
Marketplace	Biddable Ads	Bid	Impressions	Clicks	Cost	Revenue
Google	mobile plans	\$1.40	10000	100	\$140	\$2000
	ipod	\$1.50	5000	75	\$110	\$1200
Yahoo	phone plans	\$0.90	2000	70	\$60	\$1000
	ipod	\$1.00	1200	80	\$70	\$800
Facebook	BestBuyAd1	\$0.35	12000	30	\$10	\$400

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